

**LASALLE COUNTY BROADCASTING  
ANNUAL EEO PUBLIC FILE REPORT  
AUGUST 1, 2014**

For the Period Beginning August 1, 2013 and Ending July 31, 2014

LaSalle County Broadcasting, an Equal Opportunity Employer, is dedicated to providing broad outreach regarding job vacancies. Organizations that wish to receive information about vacancies at the station should contact Joyce McCullough, President, at (815) 220-6929, or send an e-mail message to: [joyce@wlpoamandfm.com](mailto:joyce@wlpoamandfm.com). You may also contact Ginny Parnisari, Human Resources, at (815) 220-6928, or send an e-mail message to: [hr@newstrib.com](mailto:hr@newstrib.com). Send resumes to: LaSalle County Broadcasting, 1 Broadcast Lane, Oglesby, IL 61348. There were three full-time positions filled and one part-time position was increased to full-time between August 1, 2013 and July 31, 2014.

This Report, which covers the prior 12-month period, is to be placed in each station's public file and website every year on the anniversary of the due date of the station's renewal application.

This Report covers the following employment unit:

CALL SIGN	AM/FM	FACILITY ID#	COMMUNITY OF LICENSE	STATE	LMA
WLPO	AM	36645	La Salle	IL	No
WLPO	FM	151843	La Salle	IL	No
WAJK	FM	36181	La Salle	IL	No
WLWF	FM	3958	Marseilles	IL	No

The following is information concerning the recruitment efforts undertaken by the employment unit to fill a full-time vacancy during the period covered by this Report.

**A. Three full-time jobs were filled during this past year.**

Job Titles: Account Executive – Date filled 2/10/2014  
Account Executive – Date filled 5/19/2014  
Production/On-Air Personality – Date filled 5/19/2014  
News Co-Host/On-Air Personality – Date hours were increased to full-time 6/23/2014

**B. Recruitment/Referral Sources used to seek candidates for Account Executive Position Filled 2/10/2014.**

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
NewsTribune Total Talent Reach	Andy Rapp	426 Second St LaSalle IL 61301	815-223-3200	1	2
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby IL 61348	815-223-3100	0	2
Illinois Valley Community College/College Central Network	Cristina Sarabia	815 N Orlando Smith Rd, Oglesby IL 61348	815-224-0502	0	0
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville IL 72918	618-985-5555	0	0

**C. Recruitment/Referral Sources used to seek candidates for Account Executive Position Filled 5/19/2014**

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
NewsTribune	Amy Picco	426 Second St LaSalle IL 61301	815-223-3200	1	1
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville IL 62918	618-985-5555	0	0
Illinois Valley Community College/CCJobNet	Cristina Sarabia	815 N Orlando Smith Rd, Oglesby IL 61348	815-224-0502	0	0
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby IL 61348	815-223-3100	0	2

**D. Recruitment/Referral Sources used to seek candidates for Production/On-Air Personality Position Filled 5/19/2014**

Referral Source	Contact Person	Address	Phone#	Referred Person Hired	Number of Persons Interviewed
NewsTribune	Amy Picco	426 Second St LaSalle IL 61301	815-223-3200	0	0
AllAccess.com	Staff	28955 Pacific Coast Malibu CA 90265	310-457-6616	1	1
Illinois Broadcasters Association	Debra Gray	200 Missouri Ave Carterville IL 62918	618-985-5555	0	0
WLPO/WAJK/WLWF	John Spencer	1 Broadcast Lane Oglesby IL61348	815-223-3200	0	0

**Outreach Activities**

**LaSalle County Broadcasting** participated in job shadowing, internship, station tours, career mentoring, job fairs, staff training and events in the community throughout the year. Staff participants discuss the education required for broadcasting and the different job opportunities that are available working in radio.

***Job Shadowing***

Students are able to work with staff members to learn about the operation of a radio station, the skills required and the availability of radio careers they are interested in pursuing.

LaSalle-Peru High School student job shadowed from 8-11am. The student learned how the office staff worked with all the departments at the radio station. He was able to observe an on-air personality while they were broadcasting their show and learned about production and editing of commercials. Student watched the radio station technician start a server upgrade. Participants: Becky Roberts, Office manager, Chris Tornow (Cowboy), On-air Personality; Billy Thompson, Production/Copywriter, Steve Vogler, Technician. October 16, 2013.

A junior high student from Oglesby interviewed John Spencer, Vice President of Operations and Steve Vogler, Technician, for a school history fair project. They discussed past and present history of LaSalle County Broadcasting stations sharing information and photos of old pieces of equipment for the projects display. October 21, 2013

Vice President of Operations, John Spencer, had an hour-long meeting with LaSalle-Peru High School Superintendent, Steven Wroblewski, regarding the institution of radio/broadcast journalism curriculum for 2015/2016 school year. The superintendent toured LaSalle County Broadcasting radio station and discussed equipment needed for running the stations and how our staff may be able to be involved in the teaching process. March 24, 2014

A student from John Wood Community College in Quincy, IL, had a phone interview with Jennifer Nagle, News Director. The student reached out to WAJK while working on a civic's assignment. The student wanted to know what influences the decisions to include stories in newscasts. Jennifer explained how the newsroom chooses topics to share with its listeners. June 26, 2014

### **Internship**

LaSalle County Broadcasting hosted a summer intern and broadcast student from Drake University in Iowa. Participants: Vice President of Operations, John Spencer; News Director, Jennifer Nagle; On-Air Personality, Rob Murch. Interns observe daily operations of the radio stations, plus how to obtain and rewrite news stories from the Associated Press, gather police reports and present a professional newscast. The intern also was a co-host on WLWF. June 2 to August 8, 2014

### **Station Tours**

LaSalle County Broadcasting encourages interested youth community groups to tour the station and staff interacts with the students and gives them information about broadcasting covering all the different jobs in radio. One of the highlights is showing them how commercials are made and taping their voices.

Boy Scout Troop from LaSalle, December 30, 2013

Spring Valley Tiger Cub Scouts, January 8, 2014

### **Career Mentoring**

Station staff talked to students about the operation of a radio station, the skills required, importance of an education and availability of radio careers.

*Illinois News Broadcasters Association* – Participant: News Director, Jennifer Nagle. Jennifer was the moderator and panelist during a session on writing for your format. It was held at Northern Illinois University in DeKalb. Jennifer was also on the convention committee and responsible for lining up the guest speakers and panelists. September 21, 2013

*LaSalle-Peru High School Challenge Day* – Participant: News Director, Jennifer Nagle. Jennifer worked with students in small groups. She listened to their life stories and shared her experiences, including how she became a journalist and broadcaster and the challenges becoming a News Director at a radio station. November 13, 2013.

*LaSalle-Peru High School Mock Interviews* – Participant: Vice President of Sales & Marketing, Mark Lippert. Mark participated in mock interviews with two students at the high school. Six area business people each had two students to work with. The exercise was part of the Business and Technical writing course offered to students. The purpose was to give students a real world experience when interviewing for a job. The interviews were 20 minutes long with 5 minutes at the end to give feedback to the student on their dress, promptness of answers, body language and overall professionalism. It was a good opportunity to discuss job opportunities in radio. December 10, 2013

*Illinois Valley Community College Dining Etiquette Event* – Participant: Vice President of Operations, John Spencer. The event was designed to teach business students the necessary etiquette for business dinners, interviews and networking. John discussed the skills needed to succeed in a variety of radio jobs, including sales and marketing, office, engineering/IT and on-air. February 26, 2014

*LaSalle-Peru Township High School Career Day* – Participant: Vice President of Operations, John Spencer. John had the opportunity to talk with approximately 140 sophomores, in small groups, about careers in broadcasting, including education and training, and income potential. Interested students were encouraged to set up a tour or job shadow for a day at LaSalle County Broadcasting. April 8, 2014.

### **Staff Training**

LaSalle County Broadcasting air staff spent two intensive days in individual sessions with international broadcast consultant, Valerie Geller, listening to their on-air work and learning more effective ways to communicate with our listeners. Employee participating: John Spencer, Rod Thorson, Jennifer Nagle, Jeremy Aitken, Britnee Eccles, Chris Tornow, Jon Shapiro, Jaimie Landrus, Billy Thompson, John Small. September 23-24, 2013

Tim Moore of the Audience Development Group spent more than an hour with our sales staff at LaSalle County Broadcasting talking about the latest trends in radio listening and offering ideas the staff can use to more effectively serve our advertisers. Tim also met with our on-air staff discussing the latest trends in radio listening, more effective ways for our staff to communicate with listeners and offer staff tips on career advancement. November 20, 2013.

Sales consultant, Pat Bryson, worked with our sales staff at LaSalle County Broadcasting. Pat held group training sessions with the Account Executives focusing on asking great questions when working with our advertising clients to meet their marketing needs. Pat also spent time "on the street" working with each sales person observing their interaction with clients. She updated the sales staff on State of Radio. November 11-15, 2013.

Valerie Geller, Geller Media International, met with our full-time air staff in individual sessions listening to their work and helping them learn new and better ways to communicate, connect and engage our audience. April 18, 2014

Pat Bryson, sales consultant, worked with the Account Executives conducting group training sessions with each person focusing on time management practices. The sessions were focused on advancing their ability to better serve clients with their marketing needs. Pat went with sales reps to visit their clients observing their technique and interactions with the clients. Pat also traveled with our digital sales person. Pat always ends her visit discussing with the Vice President of Sales & Marketing on how he can help sales reps serve their clients. April 14-18, 2014

Pat Bryson, Bryson Broadcasting International Consulting, conducted group training sessions with the Account Executives focusing on prospecting, the advantages radio has over other types of media for marketing and how to better handle objections from clients. Pat traveled with ad reps on their visits to clients. She held a special meeting where each sales rep did a 6-month projection of what they see happening month by month and account by account. June 23-27, 2014

### **Community Events**

Station staff participates in community events throughout the year to promote station awareness and to talk to potential station employees and customers.

*Special Olympics Auction* – Participant: On-Air Show Host, Chris "Cowboy" Tornow. MC for the Special Olympics event to raise money for Starved Rock Special Olympics. 150 people attended the event. It raised \$42,000. It was great for LaSalle County Broadcasting to be a part of the fundraiser that features young people who have participated in Special Olympics during the year. August 1, 2013.

*Teen Showcase* – Participant: On-Air Personality, Jaimie Landrus. This is an annual educational event put on by LaSalle County Health department and North Central Behavioral Health systems to educate the students on several topics, including drugs and self-esteem. More than 600 junior high and high school students participated. LaSalle County Broadcasting representative read trivia questions, handed out prizes and talked about career opportunities in radio. March 13, 2014

### **Job Fairs**

Participated in three career fairs during the year to discuss job opportunities available at LaSalle County Broadcasting.

*Illinois Broadcasters Association* – September 13, 2013. Participant: LaSalle County Broadcasting Office Manager, Becky Roberts. Attended a Career Fair at Illinois State University in Normal, Illinois. Illinois Broadcasters held a student Silver Dome Awards Luncheon at Illinois State University. Students accepted awards in the field of broadcasting and then participated in the Career Fair. Becky talked to 15 students.

*National Association of Broadcasters Education Foundation (NABEF)* – April 9, 2014. Participant: LaSalle County Broadcasting Marketing Consultant, Pat Bryson, Marketing Consultant. Pat attended the NABEF Career Day affiliated with the National Association of Broadcasters in Las Vegas, Nevada. One of the goals for the Career Fair is to promote diversity and increase the pool of qualified applicants in the broadcast industry. Pat talked to 22 participants and we received 18 resumes.

*Illinois Valley Community College (IVCC)* – April 17, 2014. Participant: Human Resource manager, Ginny Parnisari. IVCC held a Job Fair – Your Ticket to Opportunity, in the school gymnasium. This job fair not only attracts students but job seekers from all over the Illinois Valley area. Area businesses presented their job opportunities. Ginny talked to 21 participants and we received 20 resumes. We interviewed one participant for a job opening at LaSalle County Broadcasting.

**Business Leadership Award**

LaSalle County Broadcasting received this award by BEST, Inc. to recognize a private sector company that has demonstrated leadership in workforce and economic development in their local area from July 1, 2012 to September 30, 2013.

We continue to be committed to providing equal opportunity to those we hire and promote at our radio stations.

Joyce McCullough  
President